



## Time to Apply to be the 65<sup>th</sup> Alice in Dairyland

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MADISON – Now is the time to apply to be the 65<sup>th</sup> Alice in Dairyland. Application materials are currently available on the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) website.

“As Wisconsin’s agriculture ambassador, Wisconsin is your classroom for a whole year,” said Katie Wirkus, the 64<sup>th</sup> Alice in Dairyland. “Alice in Dairyland educates consumers on the strength and diversity of Wisconsin’s \$59 billion agriculture industry by sharing stories, promoting Wisconsin products and connecting with consumers.”

Alice in Dairyland applicants must be female, at least 21 years of age and demonstrate knowledge of Wisconsin’s agriculture industry; have public speaking experience; have completed education or training in communications, marketing or public relations; and be able to plan and execute public relations, marketing or media campaigns.

“If you have a passion for agriculture and enjoy working with a variety of audiences from 4-H youth to urbanites and farmers to the media, consider serving as Alice in Dairyland,” added Wirkus.

Alice in Dairyland is a one-year contractual position with DATCP, headquartered in Madison. The professional hired will work full-time beginning June 4, 2012. This contract position receives a \$40,000 annual salary, reimbursement of professional travel expenses, use of a state-owned vehicle for official business, reimbursement for an individual health insurance premium up to \$450 a month and holiday, vacation and sick leave.

During her year, Alice in Dairyland will travel nearly 40,000 miles throughout the state and surrounding areas to promote Wisconsin’s agriculture industry and its impact on the economy. Alice in Dairyland coordinates and conducts a large number of media interviews, develops and delivers speeches for community events and gives many school presentations.

To apply, an application, cover letter, resume, three professional references and a summary of qualifications must be submitted to DATCP by 4:30 p.m. on Friday, January 13, 2012. The position description and application are available at [datcp.wi.gov/Business/Alice\\_in\\_Dairyland/](http://datcp.wi.gov/Business/Alice_in_Dairyland/).

After applications are received, qualified applicants will have a preliminary interview in February. From these interviews, the finalists will be named in March. The 65<sup>th</sup> Alice in Dairyland will be selected at the conclusion of the three-day Finals, May 17-19, 2012 in Grant County.

For questions or more information, contact Nicole Breunig, Alice in Dairyland Program Manager, at [nicole.breunig@wisconsin.gov](mailto:nicole.breunig@wisconsin.gov) or 608-224-5080.

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